# ZOWIE!

## Sales zoom with a PHILIP MORRIS "SNAP-OPEN" display!

"Don't miss this chance to cash in on the PHILIP MORRIS "Snap-Open" pack, the greatest sales-maker in cigarette history. Dealers everywhere agree a "Snap-Open" display puts their fastest grocery turnover item to work for them. It's a sure-fire bet to build increased store traffic and dollar volume. Remember, *only* PHILIP MORRIS has the new "Snap-Open" pack. Display 'em and you'll *sell* 'em."

Love 'n Kisses, *Lucy*

There's more rare vintage tobacco in PHILIP MORRIS than in other leading brands.

**CALL FOR PHILIP MORRIS**

*the merchandised cigarette*

Ad No. 275 (7 x 10)
Trade–September, 1954

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Source: https://www.industrydocuments.ucsf.edu/docs/nrxx0001

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